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CORRECT ANSWER SOLVED BY HADI
EMAIL: hadirajputofficial@gmail.com
WHATSAPP& CALL-03087122922

(Final Term Past Paper)



MADE AND SOLVED BY TEAM HADI

WARNING: Team HADI is not responsible for any mistake or wrong answer. All students reading and using this document may check and confirm the answers at their own.



WHATSAPP:03087122922/03348017172



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Best of luck!

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Question # 1 of 10 (Start time: 04:41:09 PM, 26 January 2023)

Total Marks: 1

In the marketing research process the 1st step is to define the problem followed by:

Select the correct option

☐	Implement plan
☒	Collection of data
☐	Develop recommendation
☐	Develop the research design

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Question # 4 of 10 (Start time: 04:44:10 PM, 26 January 2023)

Total Marks: 1

Star Electronics sales TV of different styles, color TV, black & white TV, different sizes of screen. It is called

check it

Select the correct option

☐	Product development
☐	Product mix
☒	Product line
☐	Product support services

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Question # 2 of 10 (Start time: 04:42:32 PM, 26 January 2023)

Total Marks: 1

The specific method a company uses to sell and deliver its products to customers is known as its _____.

Select the correct option

☒	Distribution channel
☐	Distribution mix
☐	Retail intermediaries
☐	Direct distribution

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Question # 4 of 10 (Start time: 04:06:27 PM, 26 January 2023)

Total Marks:

Spreadsheets, database and word processing software are all types of:

Select the correct option

☐	Utility programs
☐	Firmware
☒	Application software
☐	Operating systems

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Question # 8 of 10 (Start time: 04:10:45 PM, 26 January 2023)

Total Marks: 1

During the introduction stage of the PLC, sales gradually increase and:

Select the correct option

☐	Sales people are brought to push the product
☐	More investors are needed
☐	Competition becomes tough
☒	Profit is minimal

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Question # 8 of 10 (Start time: 04:46:54 PM, 26 January 2023)

Total Marks: 1

Study of decision making process by which people decide to buy or not to buy is called?

Select the correct option

☐	Market targeting
☐	Product evaluation
☒	Consumer behavior
☐	Customer satisfaction

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Question # 7 of 10 (Start time: 04:46:12 PM, 26 January 2023)

Total Marks: 1

_____ involves long-term, value-added relationships developed over time with customers and suppliers:

Select the correct option

☒	Relationship Marketing
☐	Marketing Era Marketing
☐	Consumer Marketing
☐	Exchange Marketing

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Question # 3 of 10 (Start time: 04:43:41 PM, 26 January 2023)

Total Marks: 1

In which stage of product life cycle, marketers reduce the price due to more competition and spend money on research and development.

Select the correct option

☐	Decline
☐	Introduction
☒	Maturity
☐	Growth

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Question # 5 of 10 (Start time: 04:45:31 PM, 26 January 2023)

Total Marks:

An item consumed in one or a few uses is called a:

Select the correct option

- | | |
|----------------------------------|-----------------|
| ☐ | Durable good |
| ☐ | Consumer good |
| ☒ | Nondurable good |
| ☐ | Commodity |

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Question # 6 of 10 (Start time: 04:08:42 PM, 26 January 2023)

Total Marks: 1

Which technique is applied at problem identification stage?

Select the correct option

☐	Observational Research
☒	Focus group
☐	Experimentation
☐	Survey Method

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Question # 9 of 10 (Start time: 04:47:13 PM, 26 January 2023)

Total Marks: 1

External forces are those that are:

Select the correct option

☐	None of the given options
☒	Controllable
☐	Non-controllable
☐	Simple to recognize

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Question # 6 of 10 (Start time: 04:45:52 PM, 26 January 2023)

Total Marks: 1

Dividing the total market into smaller parts is called?

Select the correct option

☐	Product Differentiation
☐	Positioning
☒	Market Segmentation
☐	Target Market

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